

## **Community Fundraising Event Guidelines**

We are honored you would like to plan a fundraiser for The Dream Connection. Any person or organization who intends to promote a fundraiser to benefit our organization must adhere to the following guidelines. To maximize the promotion of your event, we prefer that you complete the application form *90 days in advance* of the event.

*If your event is scheduled within the next 90 days, please contact us by calling 865-971-2447.*

### **Promotional Materials**

- All materials that mention The Dream Connection or imply connection with our organization including printed material, press releases, media promotions (TV and radio), social networking (Facebook, Twitter, etc.) messages, signage, advertisements, broadcast e-mails, event website and any other form of promotion must be approved before production by a Board Representative. A two-week minimum lead time is required unless special permission is granted by the President of the Board. If a shorter lead time is required, we will work with you to coordinate the details.
- The event name and graphic representation must be approved in advance by a Board Representative.

### **Proceeds**

- Promotional material for events contributing a portion of the sale of any item to The Dream Connection must state exactly how much is being contributed. (e.g., All proceeds benefit The Dream Connection, 25 cents from every dollar raised will benefit The Dream Connection, or 75 percent of the proceeds benefit The Dream Connection.)
- The proceeds of any approved Dream Connection fundraising will be used to support the dream of a child with life-threatening or chronically debilitating illness consistent with the policies and procedures of our bylaws.
- To receive gift credit for the donation from a company, please send one check to The Dream Connection. If you would like individual donors to be credited for their gifts, please collect all checks and submit together; all checks must be made out to The Dream Connection. We cannot reimburse your organization for checks made out to The Dream Connection.

### **Solicitation**

• As you plan your event, please know that The Dream Connection does not allow community fundraising solicitation of funds through the following due to community standards, or legal reasons:

- door-to-door soliciting
- telemarketing
- the use of vending machines

### **Liability Policies**

- Organizer(s) must agree to hold harmless and indemnify The Dream Connection from any liability arising from the event and sign the attached Release, Hold Harmless and Indemnification Agreement with completed application.
- The Dream Connection reserves the right to cancel the event at any time if the fundraiser does not adhere to the institution's fundraising policies.
- The main contact person listed on the initial application must ensure that all necessary permits, licenses and insurance are obtained.

### **What You Can Expect From Us**

The Dream Connection CAN provide:

- A Board Member to act as liaison with the event.
- Volunteers on our board and advisory board who are eager to participate with you as much as possible. Please make your needs known 30 days in advance.
- Advertisement of approved events on social media.
- Distribution of flyers.
- A gift recognition letter to all check donors (checks must be made payable to The Dream Connection)

The Dream Connection CANNOT provide:

- Tax exemption for event-related purchases
- Insurance or liability coverage
- Funding or reimbursement for expenses
- Confirmed attendance at the event by a representative, patient family or media
- Mailing list of donors or vendors
- Dream Connection stationery

If for any reason event plans change, please notify your Board Member representative.

**Release, Hold Harmless and Indemnification Agreement**

For valuable consideration, including the consent of The Dream Connection to use the name and/or logo of The Dream Connection in promotional activities or materials, the undersigned, on behalf of the organization identified below, being authorized to do so, does hereby agree to release, hold harmless and indemnify The Dream Connection, its directors, officers and representatives from any and all liabilities and claims of liability, of any nature whatsoever, arising out of, or in connection with, the event or activity conducted by the organization identified below in which the name and/or logo of The Dream Connection is used, including promotion of such event.

The undersigned agrees and expressly represents that The Dream Connection is not a joint venture with the undersigned organizer in the conduct of the event, that The Dream Connection is not involved in the management, conduct or sponsorship of the event and that The Dream Connection is merely a charitable beneficiary of a portion of the proceeds derived from the event.

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Name of Organization

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Signature of Authorized Person

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Printed Name of Authorized Person

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Title of Authorized Person

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Date

Please return fully completed application, along with signed liability waiver, at least 90 days prior to the event to:

The Dream Connection

P.O. Box 10924

Knoxville, TN 37901

Fax: (865) 312-8984

Once the application has been reviewed and returned to you with signature, you may proceed with the planning and executing of your fundraiser. If you have any questions, please contact The Dream Connection, 865-971-2447

## **The Dream Connection's Fundraising Application**

**Your Contact Information**

ContactName:\_\_\_\_\_

Name of sponsoring organization:\_\_\_\_\_

Phone#s (W):\_\_\_\_\_ (C):\_\_\_\_\_ (H):\_\_\_\_\_

Address:\_\_\_\_\_

City,state,zip:\_\_\_\_\_

E-mail address:\_\_\_\_\_

Fax:\_\_\_\_\_

#### Event Information

Name of the event:\_\_\_\_\_

First-time event? \_\_\_\_\_ Yes \_\_\_\_\_ No

If No, please provide name(s) of organization(s) that have benefited from this event in previous years:\_\_\_\_\_

Type of fundraiser (dinner, auction, golf tournament, proceeds of sales, donation drive, etc):\_\_\_\_\_

Description of event:\_\_\_\_\_

\_\_\_\_\_

Why did you choose to support The Dream

Connection?\_\_\_\_\_

\_\_\_\_\_

What are the anticipated dates/times of the event? \_\_\_\_\_

Where will the event be held? \_\_\_\_\_

How many participants do you expect? \_\_\_\_\_

Is there a committee organized to help you? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, what are their names and

positions?\_\_\_\_\_

\_\_\_\_\_

Will the fundraiser benefit any charity other than The Dream Connection?

\_\_\_\_\_ Yes \_\_\_\_\_ No If yes, who?\_\_\_\_\_

If applicable, what is the breakdown of proceeds?\_\_\_\_\_

How will you go about raising funds (ticket sales, product sales, etc.)?\_\_\_\_\_

Please list all corporations or individuals you plan to solicit for cash or in-kind (products or services) support of \$1,000 or more:\_\_\_\_\_

\_\_\_\_\_

Total expected proceeds to The Dream Connection

\_\_\_\_\_

#### Event Promotion Plan

How will you promote this event?

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Describe how/where you plan to use the The Dream Connection

logo: \_\_\_\_\_

Is the event in honor of an individual? If so, please list name(s) and verify that you have permission to honor this person(s): \_\_\_\_\_

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Do you agree that all printed material, press releases, media promotions (print, radio and TV), social networking (Facebook, Twitter, etc.) messages, signage, advertisements, broadcast e-mails, event website and any other form of promotion will be approved in advance by the Executive Officers of The Dream Connection, and understand that a two-week minimum lead time is preferred for each item submitted for approval? \_\_\_\_\_ Yes \_\_\_\_\_ No

**Please outline your media, marketing, and promotion plan in detail.** (For example, do you plan to have media promotion and/or coverage of event? If so, indicate which media outlets you plan to approach.) Please check which of the forms of promotion you will need to have approved prior to the event and the date you plan to submit for approval. Note: Approval takes a minimum of 10 business days. Submitting all promotional materials together for approval will speed the review process.

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\*Broadcast e-mails cannot come from The Dream Connection and must comply with all CAN-SPAM laws.

Other details: \_\_\_\_\_

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Signed Agreement

By signing my name below, I state that I have read and agree to The Dream Connection Guidelines.

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Organizer \_\_\_\_\_ Date \_\_\_\_\_

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Dream Connection Representative \_\_\_\_\_